

WORKING CONNECTIONS CHILD CARE SUBSIDY

Campaign Toolkit

Many families living in Washington state qualify for free or low-cost child care, but they may not know about it. You can help by sharing information with parents, caregivers, and your community.

This toolkit includes ready-to-use materials—flyers, social media posts, and email templates to make spreading the word simple. Whether you work directly with families or want to help your community stay informed, these resources make it easy to connect families to the support they need.



KEY MESSAGES

The most important points we want to share when talking about the Child Care Subsidy program:

- Many Washington families qualify for free or low-cost child care.
- Families can get help applying in multiple languages.
- Families can check their eligibility and apply online or by phone.
- Copays with a child care subsidy are no more than \$165 a month. Some families may even pay nothing.

How to promote the Child Care Subsidy program:

- Share information across your communication channels using the materials in this toolkit.
- Add child care subsidy details to your website, newsletter, or community board.
- Use the provided flyers, social media posts, and email templates to spread the word.
- Display printed materials in high-traffic areas where families can see them.
- Connect with partners and organizations to help amplify this information.

Ready-to-use materials:

Visit dcyf.wa.gov/childcare/toolkit to download resources. Materials are available in English, Spanish, and Somali.



PRINT RESOURCES



Child Care Subsidy - Free or Low-Cost Child Care, **FLYER**

Easy-to-read, take-home flyers explaining who qualifies and how to apply.

Order printed copies online or print it yourself.



Child Care Subsidy - Free or Low-Cost Child Care, **POSTER**

A simplified, eye-catching version of the flyer designed for public spaces. Perfect for child care centers, waiting rooms, libraries, and community bulletin boards.

DIGITAL RESOURCES

Use these videos and graphics in your social media, emails, newsletters, and on your website. Or visit our social media channels and reshare our posts.



www.facebook.com/wadcyf



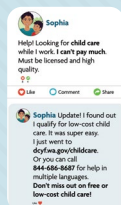
www.instagram.com/wadcyf



<https://x.com/waDCYF>



www.linkedin.com/company/washington-state-department-of-children-youth-and-families



In Search of Low Cost Child Care

Share this short video introducing Sophia, a busy mother of three who turns to her social media network in search of low-cost child care.

Free or low-cost child care video

Share this short video featuring Sophia walking the viewer through how she applied for child care subsidy.



Don't miss out social media graphics

Share these adorable social media graphics telling families about free or low-cost child care.



Free or low cost child care is as easy as 1, 2, 3

Share this carousel graphics series showcasing how easy it is to get free or low-cost child care.



Families in your county, targeted series

Share these personalized graphics targeting Yakima, Benton/Franklin, and Stevens counties.

TEMPLATES

We've put together these templates to make it easy for you to share the message about free or low-cost child care. Whether you're posting on social media, sending a newsletter, or talking with families, these ready-to-use captions help spread the word quickly and clearly. Just copy, paste, and share!

NEWSLETTER

Subject/Headline: Need Help Paying for Child Care?

Body: You may qualify for free or low-cost child care through Washington state's Child Care Subsidy program. It's available to more families than ever, and signing up is as easy as 1, 2, 3.

If you qualify, you'll pay no more than \$165 a month.
Some families pay nothing at all.

Apply online or by phone. Visit www.dcyf.wa.gov/childcare or call 844-626-8687.
Help is available by phone in multiple languages.

Spread the word! Pass this on to a family you know.

SOCIAL MEDIA CAPTIONS

- Need help paying for child care? You may qualify for free or low-cost child care through Washington state's Child Care Subsidy program. Learn more and apply today! dcyf.wa.gov/childcare
- Struggling with child care costs? You're not alone! Washington state's Child Care Subsidy program is helping families in [insert your county here] County. Find out if you qualify. Visit dcyf.wa.gov/childcare
- Kids are expensive, but child care doesn't have to be! See if your family can get help paying for child care today. Visit dcyf.wa.gov/childcare
- Sharing is caring! Know a parent who could use help with child care costs? Tag them or send this their way. dcyf.wa.gov/childcare
- We love helping families find child care.
Now let's help even more!
Know a friend or neighbor who could use free or low-cost child care? Pass this along and help spread the support!



Washington State Department of
CHILDREN, YOUTH & FAMILIES

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